

FIG. 1

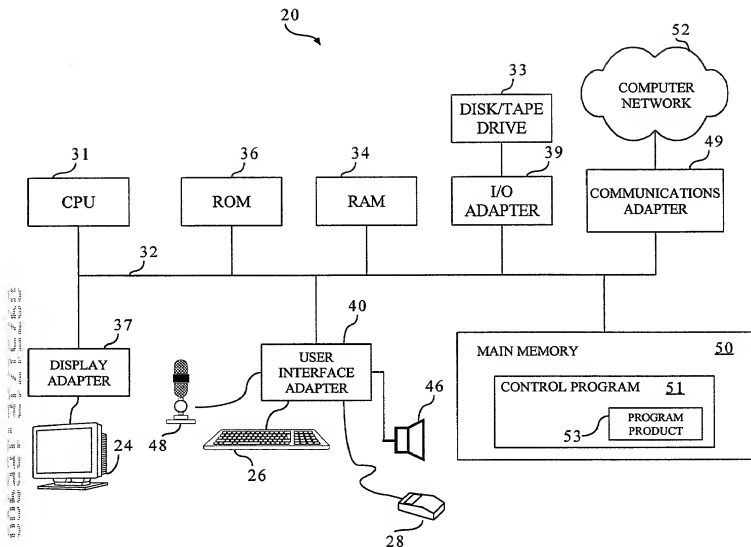


FIG. 2

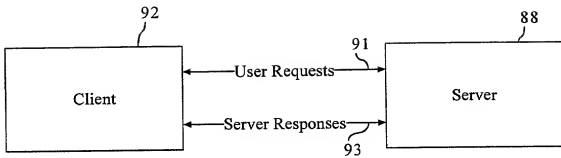


FIG. 3

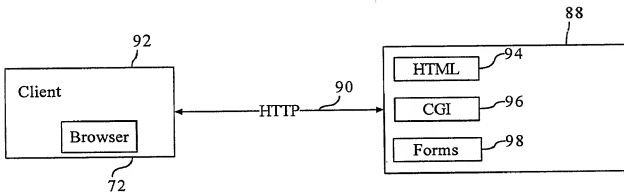


FIG. 4

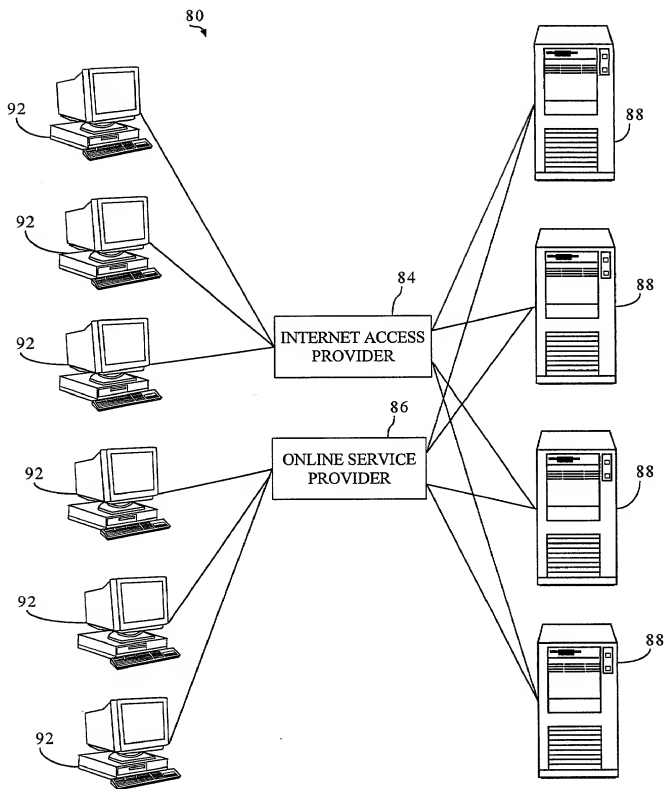


FIG. 5

Pre-Qualifying Templates

Schematic

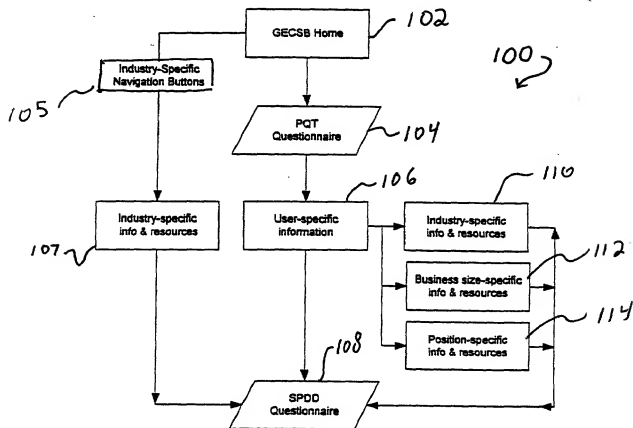


FIG. 6

Sales Process Drill-Down

Schematic

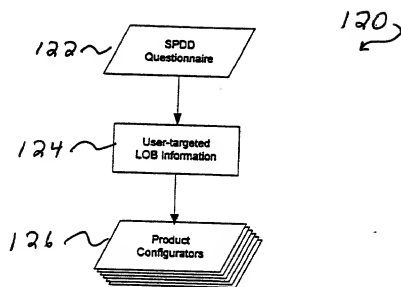


FIG. 7

Product Configurator

Schematic

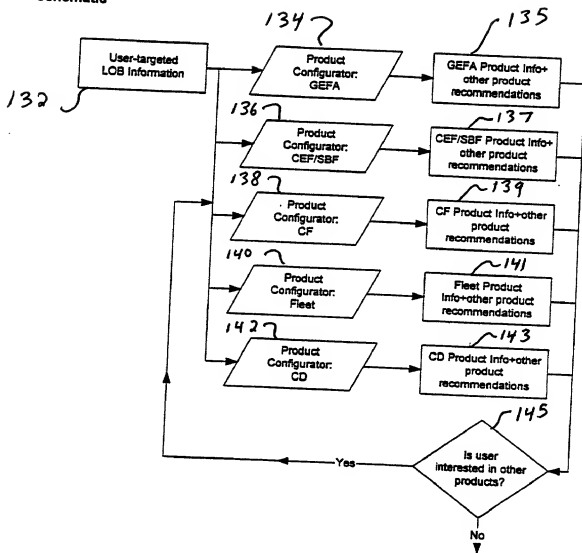


FIG. 8

Online Application

Schematic

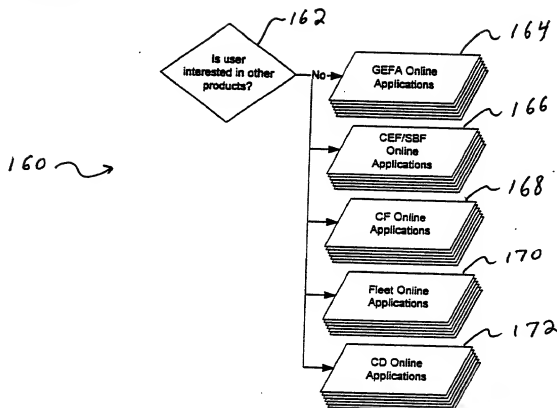


FIG. 9

Brochureware

Schematic

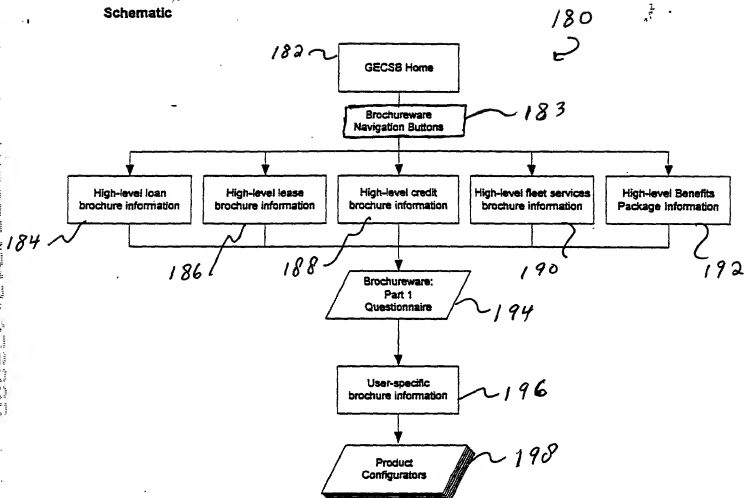


FIG. 10

Other Site Areas

Schematic

200 ↘

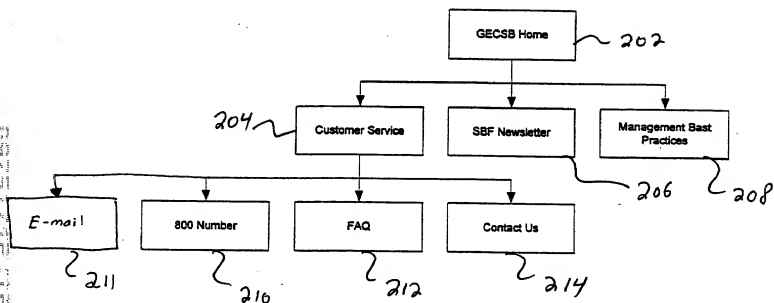


FIG. 11

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Feature Set	Definition/Usage	Technology used to fulfill request
212 <i>Brochureware</i>	Business specific information with some high level product description	HTML files may be stored in the file system
214 Interactive Marketing	Industry/business /product information which will be "pushed" to a user based on input/profile	A Java servlet may gather information from any form and hand it off to an appropriate business rule class. The result can be links to the content or the actual content.
216 Pre-Qualifying Templates	General question to determine if the user qualifies for a business offering. Used to gather user information	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result is specific content based on input, Sales Process Drill Down.

FIG. 12

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Feature Set	Definition/Usage	Technology used to fulfill request
Sales Process Drill Down	More specific questions regarding the user's need	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be specific content based on input, Product Configurator
Online Product Application	An application allowing a user to apply for a product offering	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be notification of application receipt.
Management Best Practices	Documentation regarding best practices in small business	HTML files can be stored in the file system

FIG. 13

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Feature Set	Definition/Usage	Technology used to fulfill request
Product Configurator	Application to allow user to select criteria to determine an appropriate product for their need	HTML form with client-side JavaScript to enforce some business rules. The rest can be handled by the appropriate business class. The result can be a list and description of product which match their need.
User Services	Allows users to access FAQ's and email regarding general questions	Java email classes can handle the email functionality. FAQ's can reside on the file system
Industry Specific Information	Specific content regarding industry	This information may be stored on a database or on the file system. This content can be sent to the user's browser.

FIG. 14

Web Products and Solutions	interactive and Marketing Tools	Educational and Transactional Information
Products Services Payroll eZoffice Affiliate Programs Insurance Loans e-Commerce Service Cash Management Factoring 401(k) plans Accounting Services Tax Services Bill Pay	Analysis Configurator Product Configurator Online Leasing Online Credit Card Online Fleet App. Calculators Recommendation Tools Credit Screening/Grading/Scoring Online Documentation Company Diagnosticator Online Funding Online Documents and Workflow	Home Page Industry Newsfeeds Case Studies Testimonials Video Testimonials Stock Prices Investment Advice Intelligent Searching Small Business University Customer Service Your Office@Fleet Click-to-Talk Community Bulletin Board Links to Sales Force Best Practices Feature of the Day

FIG. 15

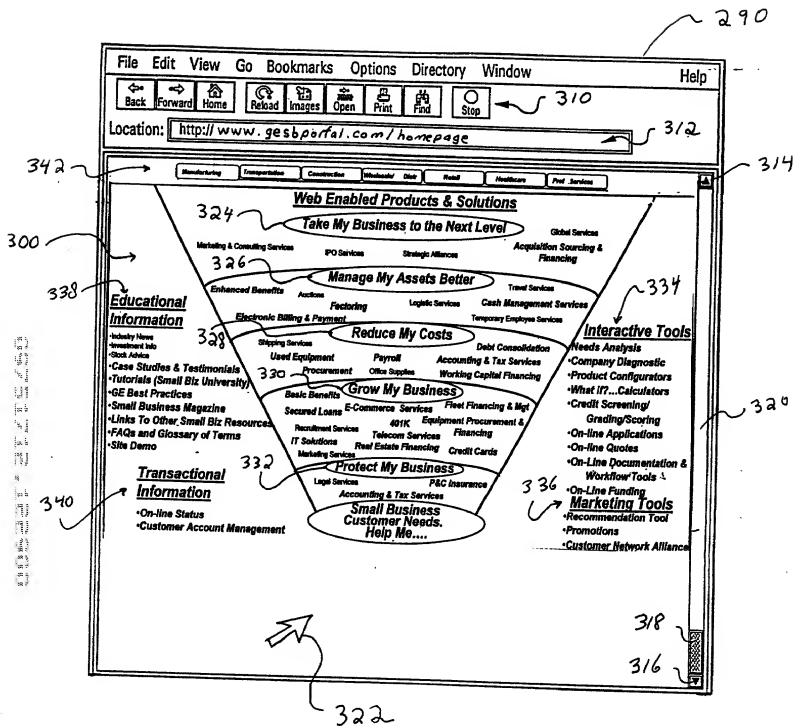
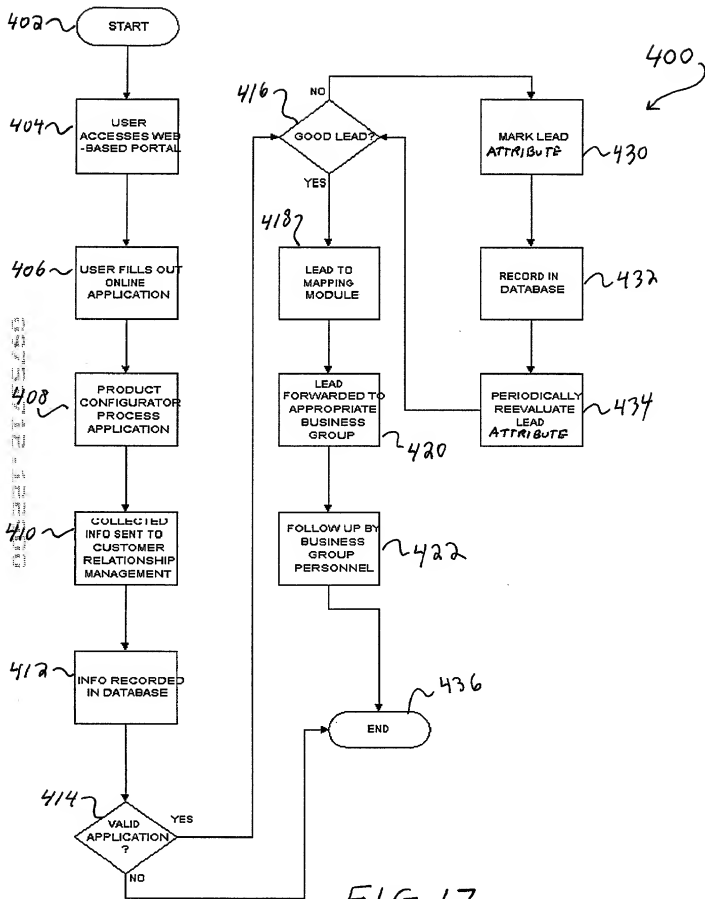


FIG. 16



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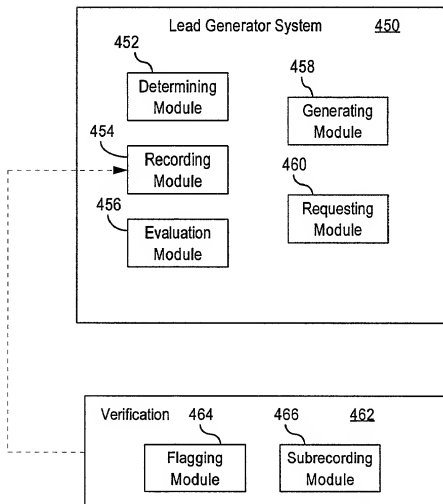


FIG. 18